Second Edition

HOW TO PUBLISH KINDLE BOOKS in 5 minutes

Dennis Eagle and Oliver Villegas

How To Publish Kindle Books In 5 Minutes

By Dennis Eagle and Oliver Villegas

You can reach us at reviews@businessvirtualization.com for comments, suggestions, and questions.

Other Books By Dennis Eagle and Oliver Villegas

How To Write 50 Pages Per Day - For How-To Book Authors

How To Write How-To Books That Sell Using Sales Copywriting And Neuro-Linguistic Programming (NLP) Techniques

How To Make Your Money From Passive Income Websites in 3 Days

Automate, Eliminate, And Delegate For Internet Marketers - Save Time, Money, And Effort For Internet Marketers

Six Figure Internet Marketing Company

How To Write Your First How To Book

How To Publish Kindle Books In 5 Minutes

7 Secret Steps To Bestselling Author - Kindle Secrets Revealed For Authors And Would-be Authors Of HOW TO Books

135 Ways To Sell More How-To Books On Amazon Kindle

The Indwelling Christ – How to Immediately Overcome Your Inhibitions, Phobias, and Bitterness

Formatting your book

Just a couple of quick tips when formatting your book. Knowing these as you write your book will save you the time from having to edit everything again. If you've already written your book, no problem, it's easy to apply these steps.

1. Save your book in .doc or.docx format
2. You can use indentations, bold, italics.
3. Use Heading 1, Heading 2, Heading 3, Heading 4 and so on for your titles, subtopics, headlines

Depending on what version of Microsoft Office or OpenOffice you use it may look slightly different. It's normally in the Styles section.

My practice is to put the topics that I want to add in the Table of Contents in Heading 1 and Heading 2 style.

What will happen later is that when you insert the Table of Contents, it can be built automatically for you.

Microsoft Word has a feature where it can automatically create your Table of Contents.

How will it know what to include in the Table of Contents?

It automatically will include all the topics that you formatted as Heading 1 and Heading 2.

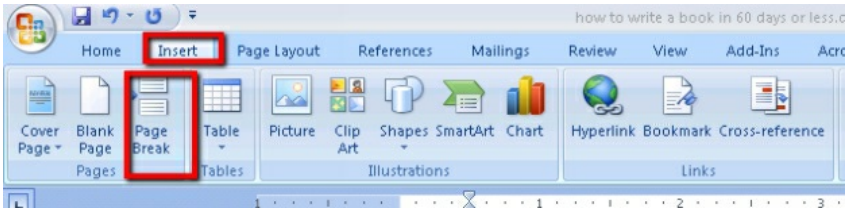
You have the option to include Heading 3, 4, 5 and so on, but I usually choose not to. Usually Heading 1 and 2 is enough.

We will talk more about Table of Contents in a bit.

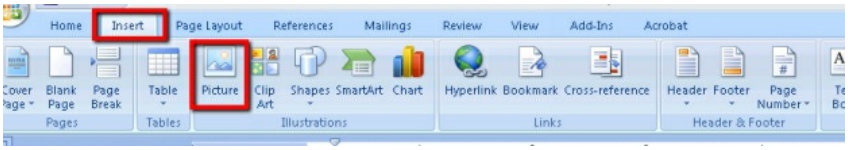
4. Because Kindle and the different devices (PC, Mac, Phones, Kindle Cloud Reader, Kindle Reader, etc) each have different sizes of screens and page sizes are different for each device, you may want to use **Insert Pagebreak** if you want to put your content on a new page.

This way, no matter what device the person reading your book is using, when you do a **Pagebreak** the content always ends up on a new page.

(It used to be you could just hit ENTER on your keyboard several times to take the content to the next page but that doesn't work in Kindle)



5. You can insert images through Word's **Insert Picture**.

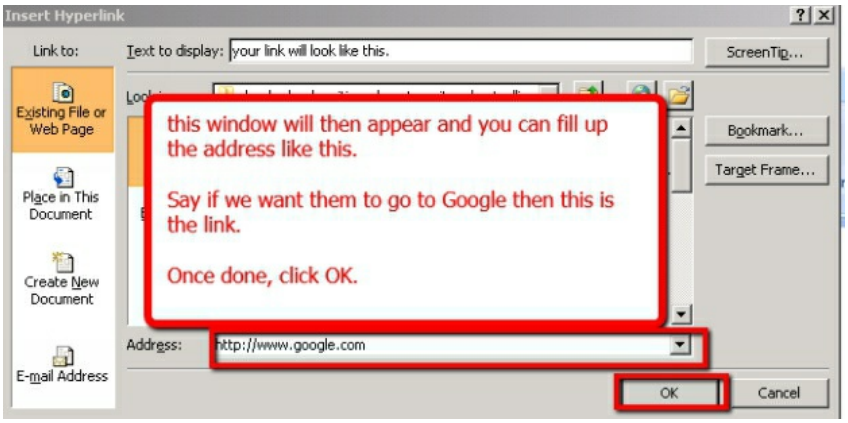


Make sure that the image is in JPEG format.

6. You can insert clickable hyperlinks like this: [THIS IS A CLICKABLE HYPERLINK TO www.google.com](http://www.google.com)

You can do this just by highlighting the word you want to turn into a hyperlink, and then right clicking it, then choose **Insert Hyperlink.**

Then this window will show up.



7. You can create your Table of Contents. In the Kindle Reader or on other devices, people will be able to go to different sections of your book corresponding to your table of contents if you follow this step properly.

On the menu, click **Insert**.

Click on **Reference**.

Click on **Index and Tables**.

If you are using Microsoft Word 2007 or 2010 you can go to the References tab, then click **Table of Contents**, **Insert Table of Contents**.

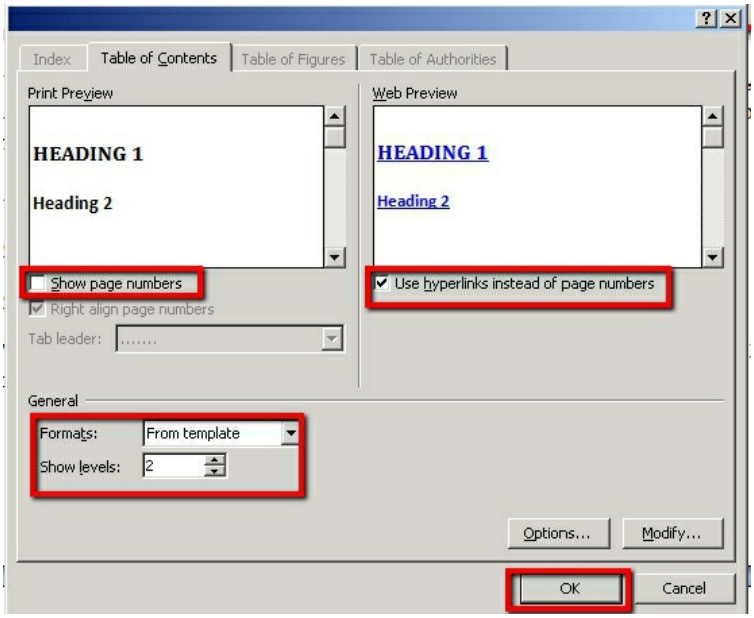
Then click the **Table of Contents** tab (skip if Word 2007 or 2010).

Then click **Show Outlining Toolbar** (skip if Word 2007 or 2010).

You can uncheck **Show page numbers** if your book is for Kindle, then make sure to check **Use hyperlinks instead of page numbers**.

Also, I usually like to set **Show levels** to 2.

What this does is that all things that I formatted as **Heading 1** and **Heading 2** will automatically appear in the Table of Contents. I'll explain more in a bit.

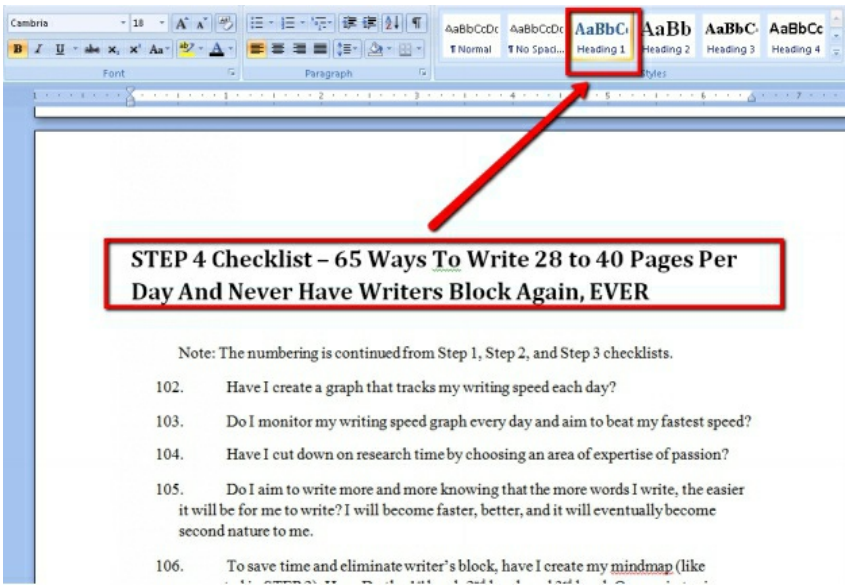


How do you format something to Heading 1 and Heading 2 so it can be included in the Table of Contents automatically?

Here's how.

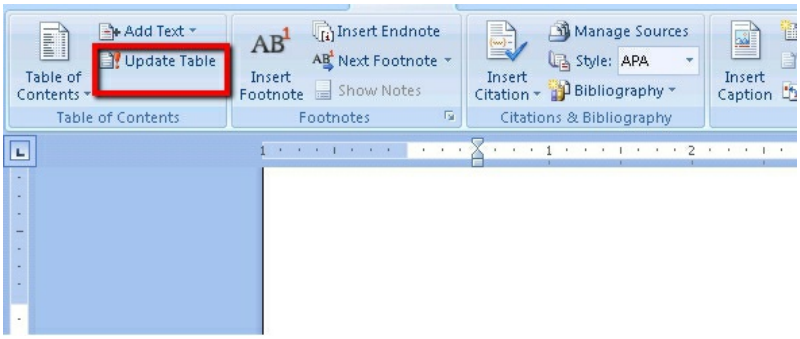
Just highlight the topic or headline that you want to include in the table of contents (this can be anywhere on the page.

Like this.


Cambria
18
Font
Paragraph
Normal
No Spaci...
Heading 1
Heading 2
Heading 3
Heading 4
Styles
STEP 4 Checklist – 65 Ways To Write 28 to 40 Pages Per Day And Never Have Writers Block Again, EVER
Note: The numbering is continued from Step 1, Step 2, and Step 3 checklists.
102. Have I create a graph that tracks my writing speed each day?
103. Do I monitor my writing speed graph every day and aim to beat my fastest speed?
104. Have I cut down on research time by choosing an area of expertise of passion?
105. Do I aim to write more and more knowing that the more words I write, the easier it will be for me to write? I will become faster, better, and it will eventually become second nature to me.
106. To save time and eliminate writer's block, have I create my mindmap (like

Highlight the text you want to add to the table of contents and then click Heading 1 or Heading 2.

Next, how do you update the Table of Contents once you've styled the Heading 1 and Heading 2 text?



Click **Update Table**.

You might want to do this every time you change any headline, or add a new Headline 1 and Headline 2.

This is how it might look. Again this table of contents is automatically produced, no need to type anything manually. It pulls the table of contents based on whatever text you styled as a Heading 1 and Heading 2, and it pulls everything from your whole book.

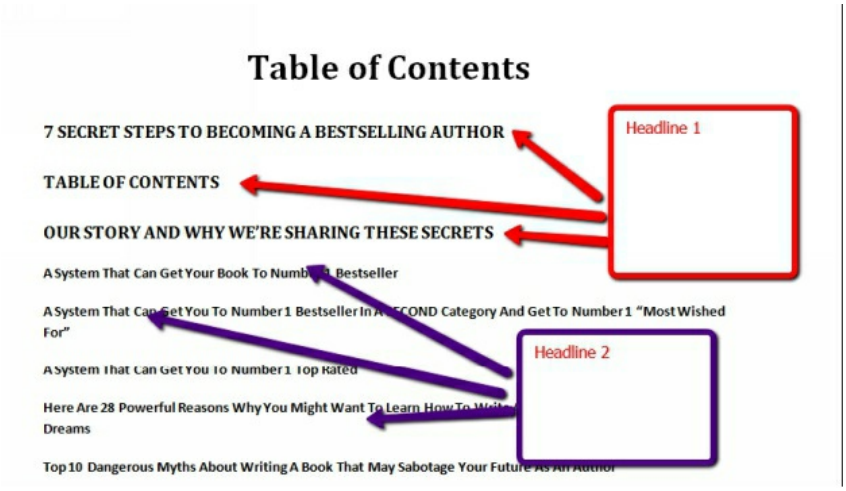


Table of Contents
7 SECRET STEPS TO BECOMING A BESTSELLING AUTHOR
TABLE OF CONTENTS
OUR STORY AND WHY WE'RE SHARING THESE SECRETS
A System That Can Get Your Book To Numb
Bestseller
A System That Can Get You To Number 1 Bestseller In A
ECOND Category And Get To Number 1 "Most Wished For"
A System That Can Get You To Number 1 Top Rated
Here Are 28 Powerful Reasons Why You Might Want To Learn How To Writ
Dreams
Top 10 Dangerous Myths About Writing A Book That May Sabotage Your Future As An Author
Headline 1
Headline 2

8. You can use these templates to quickly come up with a Table of Contents that helps to sell your book.

31 Templates For Creating Killer Table Of Contents And Headlines

You can use these templates to come up with killer table of contents and killer headlines. Just fill in the blanks with your own topics.

a. [Blank – number] Reasons Why [Blank – people or person] Need To Learn [Blank – topic] To Get [Blank – benefit]
    1. **i.e. 27 Reasons Why Dog Lovers Should Learn How To Train Dogs To Do Tricks**
b. [Blank – number] Secret Steps Your [Blank – people or person] Never Told You About [Blank – topic] To [Blank – benefit]
    1. **i.e. 7 Secret Steps That Greedy Internet Gurus Never Told You About When Making Money Online That You Can Use To Generate 1000s Per Month On Autopilot**
c. [Blank – number] Weird Tips About [Blank – topic/benefit] That [Blank – people] Don't Want You To Know
    1. **i.e. 3 Weird Tips About Losing Belly Fat That Doctors Don't Want You To Know**
d. [Blank – number] Secrets That Only [Blank – people] Know In Getting [Blank – benefit]
    1. **i.e. 15 Secrets That Only Millionaires Know About Getting Rich Without Working Hard**
e. [Blank – number] Deadly Myths About [Blank – topic]
    1. **i.e. 17 Deadly Myths About Internet Marketing**
f. Here Are The Top [Blank – number] Dangerous Trends In [Blank – topic] That [Blank – target market] Should Know About
    1. **i.e. Here Are The Top 10 Dangerous Trends In Start-up Businesses That Struggling Small Business**

Owners Should Know About

g. The truth about [Blank – benefit]

    1. **i.e. The Truth About Making Money Writing Books**

h. [Blank – number] Sure Fire Methods For Getting [Blank – benefit] In [Blank – time] a

    1. **i.e. 10 Sure Fire Methods For Doubling Sales In 3 To 6 Months**

i. [Blank – number] Tips To [Blank – benefit]

j. [Blank – number] Ways To [Blank – benefit] Without [Blank – pain], Without [Blank – frustration], That Works Even When You Don't [Blank – nightmare, pain, frustration]

    1. **i.e. 10 Ways To Get 6 Pack As Without Painful Boring Exercise, Without Useless Dieting That Doesn't Work That Works Even When You Don't Have The Genetics**

k. How To Transform Your Life With [Blank – topic]

    1. **i.e. How To Transform Your Life With Goal Setting**

l. The Lazy [Blank – person/people] Way To [Blank – benefit]

    1. **i.e. The Lazy Investors Way To Making Money In Stocks While You Sleep**

m. [Blank – number] Reasons Why [blank – people] Need To Learn [blank]

    1. **i.e. 7 Reasons Why Authors Who Want To Be Bestsellers Need To Learn NLP Sales Copywriting**

n. Why [Blank – person/people] use [Blank – topic] to [Blank – benefit]

    1. **i.e. Why Warren Buffet Uses This One Strategy When Investing In Stocks**

o. [Blank - number][Blank – topic] That Actually [Blank – nightmare, pain, opposite of benefits]

    1. **i.e. 12 "Healthy" Vegetables That Actually Shorten Your Lifespan**

p. Why [Blank – topic] is Important In [Blank – topic]

    1. **i.e. Why Mind mapping Is An Important Skill In Writing Bestselling Books**

q. How To [Blank – topic] Your Way To [Blank – benefit]

    1. **i.e. How To Write Your Way To Success And Financial Freedom**

r. How To [Blank – benefit 1], [Blank – benefit 2], And [Blank – benefit 3] Using Just One Simple Tip

    1. **i.e. How To Save Time, Cut Down Costs, And Double Sales In 1 Month Using Just One Simple Tip**

s. [Blank – number] Ways You Can Use [Blank – topic] to [blank – benefit]

    1. **i.e. 12 Ways You Can Use Sales Copywriting Skills To Become A Bestselling Author**

t. Why Focusing On [Blank – topic] Gets You 400% More [Blank – benefit]

    1. **i.e. Why Focusing Your Time On This Marketing Strategy Gets You 400% More Book Sales, Referrals, And Backend Sales**

u. Why [Blank – people] Should Focus Less On [Blank – topic] If You Don't Want To [Blank – pain, nightmare, frustration]

    1. **i.e. Why Entrepreneurs Should Focus Less Time On Technical Work If You Don't Want To Keep Struggling Forever**

v. Why Spending Too Much Time On [Blank – topic] Is A Sure Way To Fail

    1. **i.e. Why Focusing On Technical Tasks Is A Sure Way To Fail**

w. Why [Blank – people/person] Believe [Blank – topic] Is Useless Unless You Understand [Blank – topic]

    1. **i.e. Why Seasoned Investors Believe Investing Strategies Are Useless Unless You Understand How**

To Interpret Graphs

x. What [Blank – people] Never Tell You About [Blank – topic] That You Need To Know

    1. **i.e. What Self Made Millionaires Never Tell You About Where To Focus Your Time That You Need To Know**

y. Why It's Dangerous To [Blank] If You Don't [Blank - topic]

    1. **i.e. Why It's Dangerous To Your Success If You Don't Do What You're Really Passionate About**

z. Why It's So Hard To Do [Blank – topic] Even When You Know You Should [Blank – topic]

    1. **i.e. Why It's So Hard To Focus Your Time On What's Important Even When You Know It's What You Need To Succeed**

aa. How To Prepare Yourself For [Blank – nightmare, pain, frustration, failure]

    1. **i.e. How To Prepare Yourself For A Financial And Economic Meltdown**

ab. How We Spend More Time On [Blank] Than We Spend On [Blank]

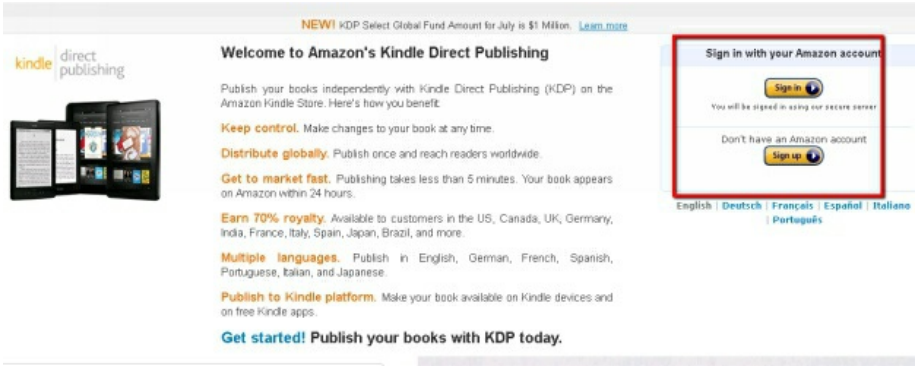
    1. **i.e. How We Spend More Time On Urgent Unimportant Things Than We Spend On The Things That Really Matter In The Long Term**

ac. You Don't Have To [Blank – topic] To [Blank – benefit]

    1. **i.e. You Don't Have To Have Perfect Grammar And Spelling To Be A Bestselling Author**

ad. Combine the different templates together, innovate on it, keep growing your templates list.

9. Sign up to Kindle Direct Publishing http://kdp.amazon.com

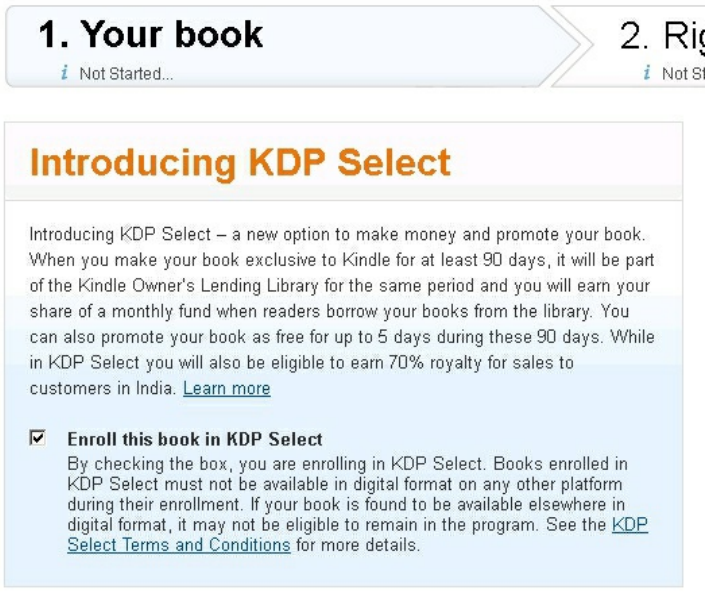

NEW! KDP Select Global Fund Amount for July is $1 Million. Learn more
kindle direct publishing
Welcome to Amazon's Kindle Direct Publishing
Publish your books independently with Kindle Direct Publishing (KDP) on the Amazon Kindle Store. Here's how you benefit.
Keep control. Make changes to your book at any time.
Distribute globally. Publish once and reach readers worldwide.
Get to market fast. Publishing takes less than 5 minutes. Your book appears on Amazon within 24 hours.
Earn 70% royalty. Available to customers in the US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, and more.
Multiple languages. Publish in English, German, French, Spanish, Portuguese, Italian, and Japanese.
Publish to Kindle platform. Make your book available on Kindle devices and on free Kindle apps.
Get started! Publish your books with KDP today.
Sign in with your Amazon account
Sign in
Don't have an Amazon account
Sign up
English | Deutsch | Français | Español | Italiano | Português

10. Enter your details. Use an existing Amazon account, if you don't have one yet choose "I am new customer"

Sign In
What is your e-mail address?
My e-mail address is:
Do you have an Amazon.com password?
I am a new customer.
(you'll create a password later)
I am a returning customer,
and my password is:
Sign in using our secure server
Forgot your password?
Has your email address changed?

11. Click on **Add New Title**

12. Make sure you check the box for **Enroll this book in KDP Select**


1. Your book
Not Started...
2. Ri
Not St
Introducing KDP Select
Introducing KDP Select – a new option to make money and promote your book. When you make your book exclusive to Kindle for at least 90 days, it will be part of the Kindle Owner's Lending Library for the same period and you will earn your share of a monthly fund when readers borrow your books from the library. You can also promote your book as free for up to 5 days during these 90 days. While in KDP Select you will also be eligible to earn 70% royalty for sales to customers in India. Learn more
Enroll this book in KDP Select
By checking the box, you are enrolling in KDP Select. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the KDP Select Terms and Conditions for more details.

When you check this box, you can give the book free for 5 days every 90 days.

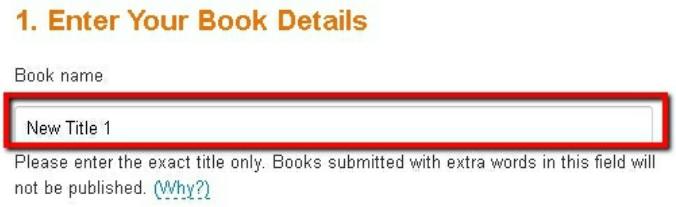
Why would you want to give your book for free?

When you give your book away for free and the more people download it, the more your book will rise in the bestseller rankings (even after the free period it will still stay there). And when you get your book on the bestsellers list, more people are likely to buy it from the extra exposure it gets in Amazon.

This is also a good time to get reviews to your book—when it's free.

We'll talk more about how to use the 5 days and getting reviews later in STEP 6.

13. Copy paste the exact title of your book


1. Enter Your Book Details
Book name
New Title 1
Please enter the exact title only. Books submitted with extra words in this field will not be published. (Why?)

Here is a checklist for picking good titles:

Title checklist

- You want to make sure your title emphasizes the benefit to the reader.
- Your title should answer “What’s in it for the reader?”
- Your title should answer “Why should people read it?”
- Your title should not talk about the “Features” of your book, instead turn that feature into a “Benefit”
- Your title should answer “Why should I choose this book and not the other books that also talk about this topic?”
- Your title should answer “What’s different about this book that I can’t find in other books?”
- Your title should generate a sense of anticipation and curiosity—you can use words like “secrets”, “hidden”, “how to”
- Your title should contain power words that bring out emotions from readers. Earlier we gave you a list of power words that appeal to the 5 senses, and they also appeal to your emotions.
- It can include a subtitle.

Make sure that the title that you place here matches the title on your cover and the title inside your book otherwise Amazon will reject it and your book won’t get published.

Also remember that when a title is not working so well, you can always change it. Then you can compare whether or not that chance made a difference in the sales that you’re getting.

You can change anything in your book anytime, and it usually just takes between 24 to 48 hours for it to update.

14. This step is optional, fill in if needed. You can skip if it doesn’t apply to you.

This book is part of a series (What's this?)
Series title
Volume
Edition number (optional) (What's this?)
Publisher (optional) (What's this?)

15. (VERY IMPORTANT!) Fill in the description:

Checklist For Making Descriptions That Sell Your Book

a. Put three of your best testimonials or book reviews here. Put the testimonials at the top.
b. The best testimonials are specific, and they communicate why the readers should choose your book over other books.
c. Testimonials that start with scepticism, doubt, but eventually turn into shock, surprise and positive response work well.
d. Also put some of your table of contents items here (using the Killer Table of Contents templates we gave earlier), make sure that your table of contents communicates the benefits to the reader (and not the features).
e. If you still have space left for more characters, use it to insert more benefits and more testimonials.
f. This is a good time to review the Sales Copywriting Checklist we to see if there are other ways that you can improve your book description.

16. Add the authors and contributors.

Click on **Add Contributors**.

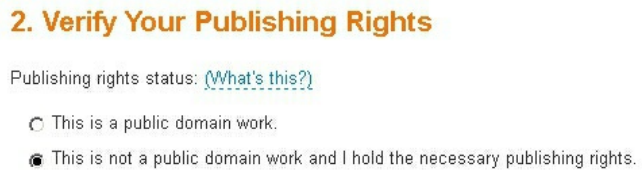
You can enter multiple authors. You can also include your editor, book cover designer, narrator, photographer, translator, etc.

Click **Add another** to add more contributors.

Once done click **Save**.

17. Choose your book **Language**. The other steps are optional.

18. If you wrote your book and did not copy anything from another book then choose **“This is not a public domain work and I hold the necessary publishing rights.”**


2. Verify Your Publishing Rights
Publishing rights status: (What's this?)
This is a public domain work.
This is not a public domain work and I hold the necessary publishing rights.

A public domain book is a book that is free for anyone to use. Anyone can rewrite it. An example of a public domain book is Napoleon Hill’s Think And Grow Rich, and Wallace D. Wattle’s The Science of Getting Rich.

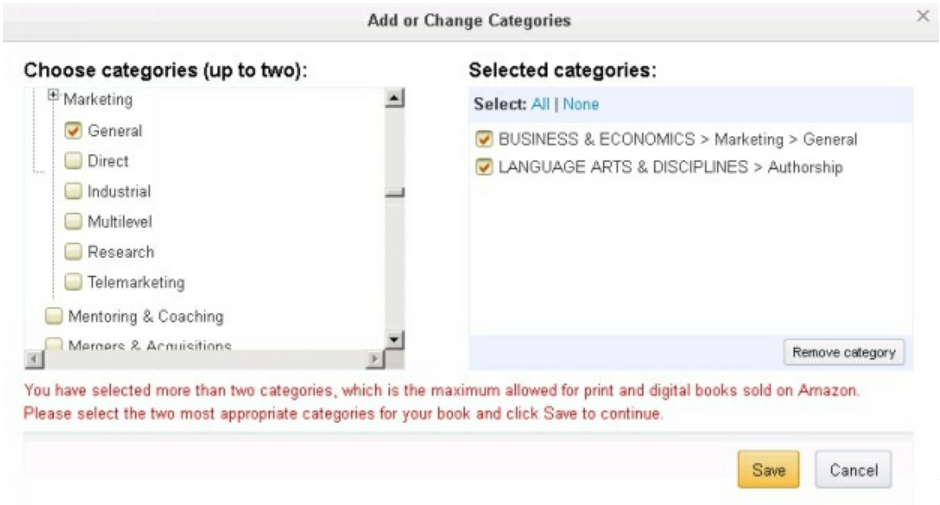
There used to be a time when you can write a Foreword and then republish that book, but now Amazon is strict because a lot of people are trying to do that.

For the purpose of this book, we will not rely on Public Domain books to publish books on Amazon.

However one way that you can use public domain books is to give them away as free bonuses for your subscribers. We will talk more about this in STEP 6. You can get public domain books from http://www.gutenberg.org/ and http://archive.org/details/opensource

For now, you can publish your own books without relying on public domain books. With how strict Amazon is on public domain books, it takes so much effort that you might be better off writing your own book about your passion and/or expertise.

19. Choose two categories.


Add or Change Categories
Choose categories (up to two):
Marketing
General
Direct
Industrial
Multilevel
Research
Telemarketing
Mentoring & Coaching
Selected categories:
Select: All | None
BUSINESS & ECONOMICS > Marketing > General
LANGUAGE ARTS & DISCIPLINES > Authorship
Remove category
You have selected more than two categories, which is the maximum allowed for print and digital books sold on Amazon.
Please select the two most appropriate categories for your book and click Save to continue.
Save
Cancel

For this step you may want to choose two categories.

Try to pick two that are deeper and more specific. When you do that, there is less competition so it's easier to rank higher on the bestseller lists.

You can also choose to pick one main category, and then one deeper category.

Once done, make sure to check the boxes on the right or you can click **Select All**.

Then click **Save**.

20. Enter 7 keywords that match your book.

One thing you can do to get the extra advantage of ranking for more keywords in less time and effort is to take the extra step of knowing what keywords people actually search for.

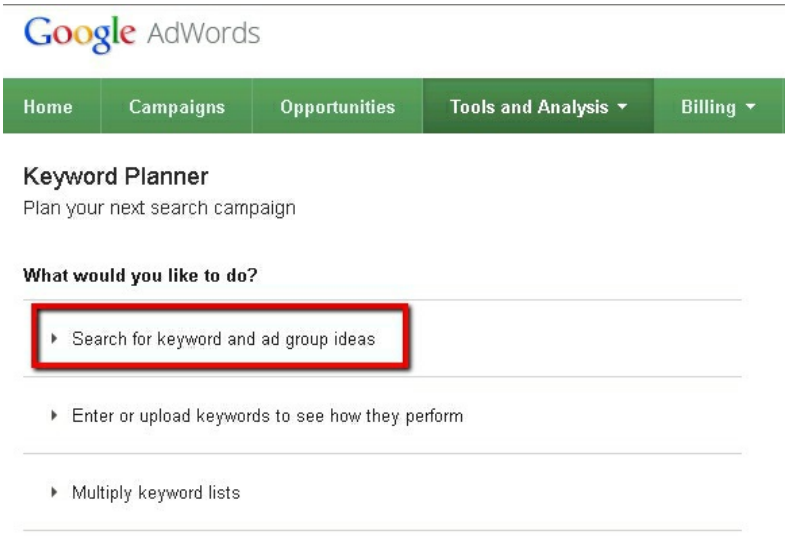
You can use Google's keyword planner for this:

https://adwords.google.com/ko/KeywordPlanner/Home?__o=kta

Here's how to use the tool.

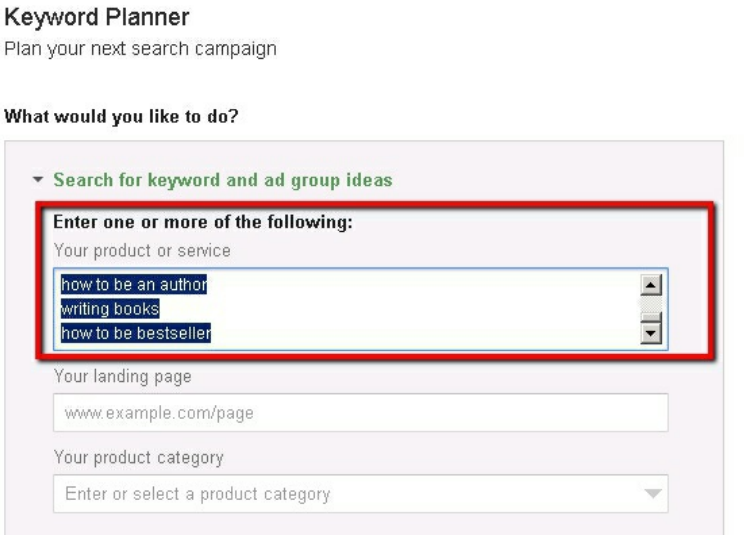
You may need to log-in using your Google Account.
If you have a Gmail account that will work.
You can create a new account for free.

Once logged in, you will be given a choice.
Choose **Search for keyword and ad group ideas**.



Type in your ideas for possible keywords in this text field.

Type in anything you can think of that people may type to search for your book.


Keyword Planner
Plan your next search campaign
What would you like to do?
Search for keyword and ad group ideas
Enter one or more of the following:
Your product or service
how to be an author
writing books
how to be bestseller
Your landing page
www.example.com/page
Your product category
Enter or select a product category

Here's an example of initial keyword ideas:

how to write a kindle book

how to write kindle books

how to be a kindle author

how to publish a kindle book

how to publish kindle books

make money with kindle

how to become a kindle bestseller

how to make money on amazon

how to become a bestselling author

how to be an author

writing books

how to be bestseller

how to write books

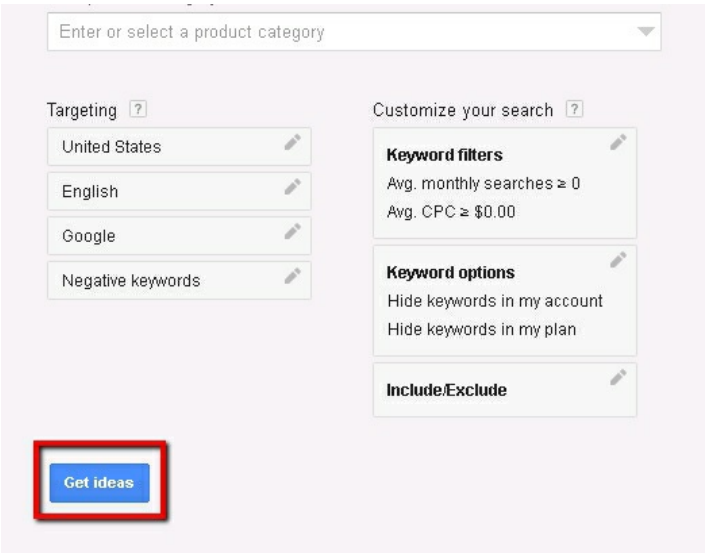
how to be an author

authorship

how to write a book

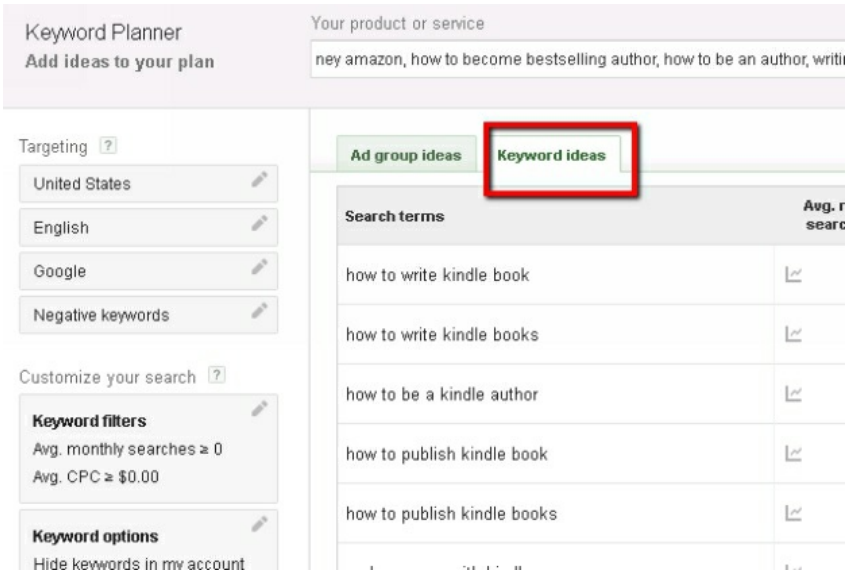
how to publish a book
how to market books
how to sell books
how to sell a book
how to sell more books
steps to writing a book
how to sell a book
how to market a book

Then scroll down and click **Get Ideas**.



Click on the tab for **Keyword Ideas**

It’s ok to ignore the **Ad group ideas** tab.



These are the sample results that it will show you.

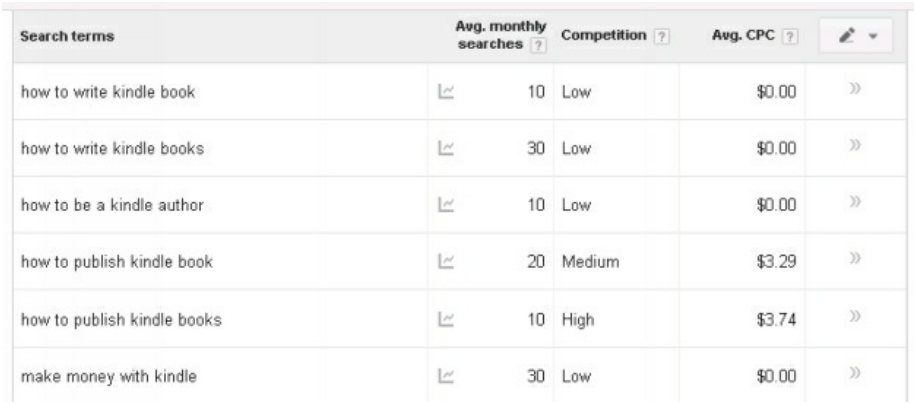
What you can take a look at is the **Average Monthly Searches**.

What this tells you is: are there a lot of people interested in this topic?

This data is from Google, but chances are, if a lot of people type it in Google then a lot of people will also type it in Amazon.

AND, your Amazon book page can also rank in Google.

You can ignore the **competition column**—because that refers to the competition in Google Adwords Pay Per Click advertising.



Search terms	Avg. monthly searches	Competition	Avg. CPC
how to write kindle book	10	Low	$0.00
how to write kindle books	30	Low	$0.00
how to be a kindle author	10	Low	$0.00
how to publish kindle book	20	Medium	$3.29
how to publish kindle books	10	High	$3.74
make money with kindle	30	Low	$0.00

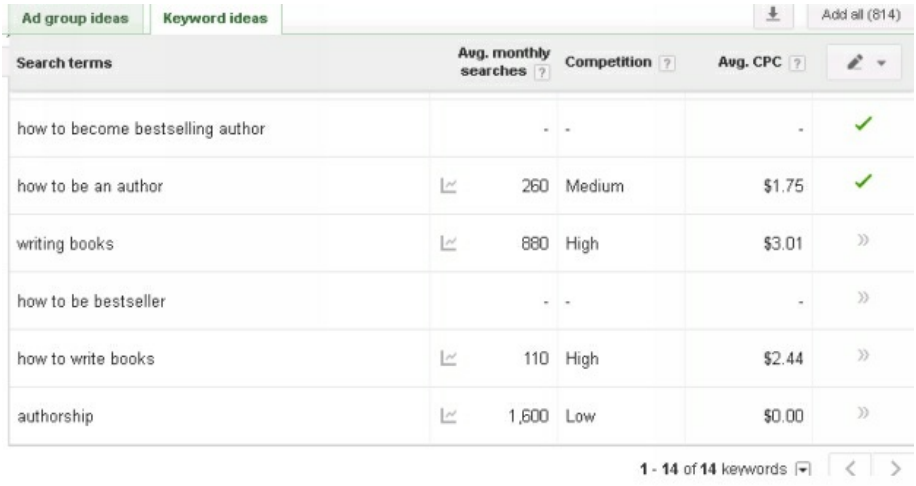
So looking at this report there's not a lot of people searching specifically about how to write kindle books.

But there may be a lot of people searching for how to write a book.

We'll see.

Here are some results, a bit better than the previous. At least these go to the hundreds.

But still not enough.



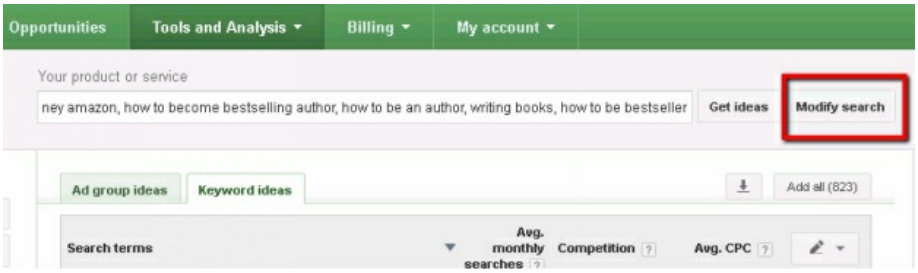
Ad group ideas | Keyword ideas | Add all (814)

Search terms	Avg. monthly searches	Competition	Avg. CPC	
how to become bestselling author	-	-	-	✓
how to be an author	260	Medium	$1.75	✓
writing books	880	High	$3.01	»
how to be bestseller	-	-	-	»
how to write books	110	High	$2.44	»
authorship	1,600	Low	$0.00	»

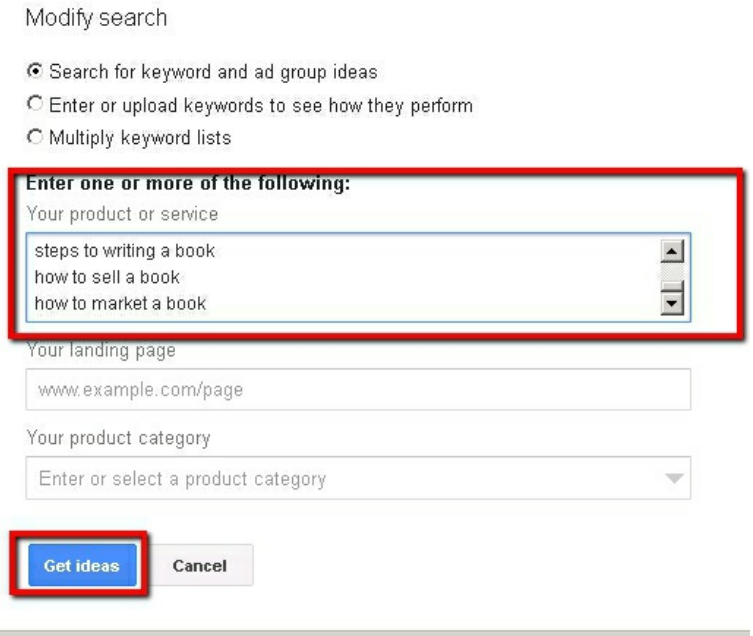
1 - 14 of 14 keywords

You can always add more keyword ideas until you find more results that go by thousands to tens of thousands.

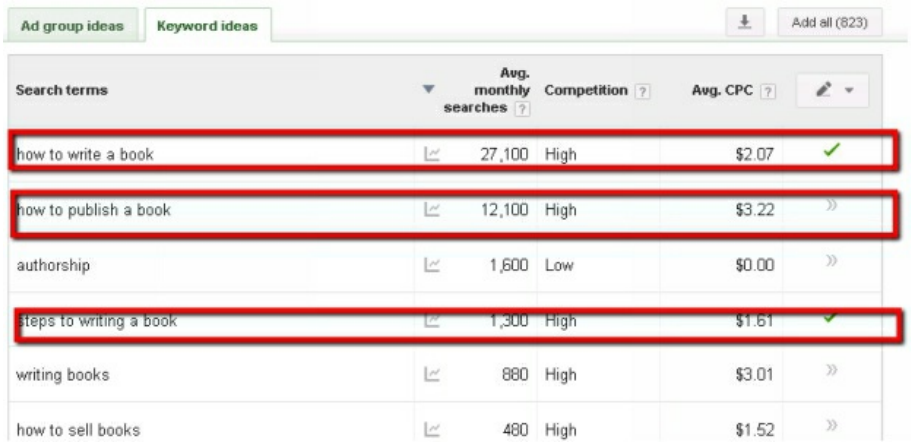
Here's how to add more keywords:



Then type in your additional keywords and click **Get Ideas.**

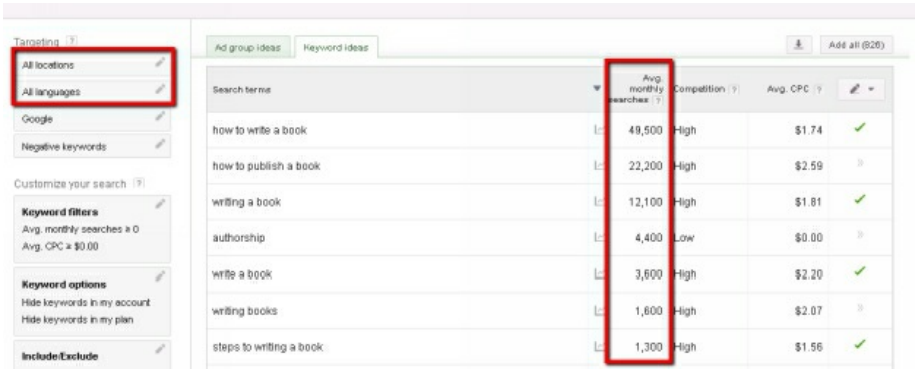

Modify search
Search for keyword and ad group ideas
Enter or upload keywords to see how they perform
Multiply keyword lists
Enter one or more of the following:
Your product or service
steps to writing a book
how to sell a book
how to market a book
Your landing page
www.example.com/page
Your product category
Enter or select a product category
Get ideas
Cancel

After adding more keywords, we found some keywords that have higher search volume.

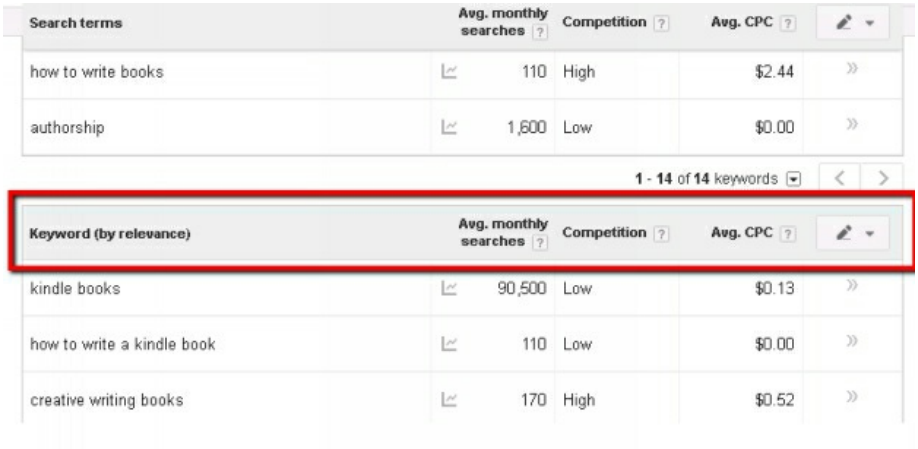

Ad group ideas
Keyword ideas
Add all (823)
Search terms
Avg. monthly searches
Competition
Avg. CPC
how to write a book
27,100
High
$2.07
how to publish a book
12,100
High
$3.22
authorship
1,600
Low
$0.00
steps to writing a book
1,300
High
$1.61
writing books
880
High
$3.01
how to sell books
480
High
$1.52

One thing that you can do as well if you want to target the world is to change the **Targeting**.

You will notice that the average monthly searches increases to show other countries as well outside of United States.



You can also get more ideas by scrolling down—it will show you other relevant keywords.



Search terms	Avg. monthly searches	Competition	Avg. CPC
how to write books	110	High	$2.44
authorship	1,600	Low	$0.00

1 - 14 of 14 keywords

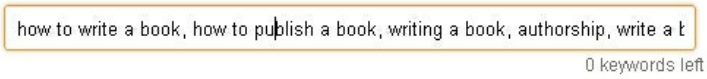
Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC
kindle books	90,500	Low	$0.13
how to write a kindle book	110	Low	$0.00
creative writing books	170	High	$0.52

So far we have found several keywords

1. how to write a book
2. how to publish a book
3. writing a book
4. authorship
5. write a book
6. writing books
7. steps to writing a book

Now let’s put those back in Amazon Kindle Direct Publishing (KDP).

Type the keywords you chose into the Keywords text field in Amazon KDP like this.



21. Next is to select an existing cover design or design your book cover. You have one of two options. If you already have a cover designed you can upload it here.

4. Upload or Create a Book Cover
You can upload an existing book cover or use Cover Creator to design a new high quality cover from scratch. (optional)
No Cover Available
I have a book cover designed and ready to upload
Please read our Cover guidelines
Browse for image...
I want to design a cover using the Cover Creator (beta).
Launch Cover Creator beta

Or if you don't have a cover yet, you can use Amazon's Cover Creator.

But right now the designs on Amazon's cover creator are not very elegant. Hopefully by the time you're reading this book they have already improved their software.

Otherwise, you might want to have your cover designed from outsourcing sites:

www.Elance.com

www.Fiverr.com

www.99designs.com

www.guru.com

For our covers, we use Cover Lover from Ryan Deiss which you can get from his website NumberOneBookSystem.com. The downside is that it can be a bit expensive upfront especially if you're just starting, but once you get the cash flow going you might want to get the software.

If you're not ready to invest in expensive software you can just have someone design your cover for a few bucks from the outsourcing sites we mentioned.

Here are some guidelines for your cover

1. The title should show benefits, not the features

2. The title should be big enough that it's readable in the Bestseller list thumbnails as well as the Top Rated corner

I know this sounds basic but we made the mistake of having too small letters for the title.

Once we fixed that our sales significantly improved 300% to 400%

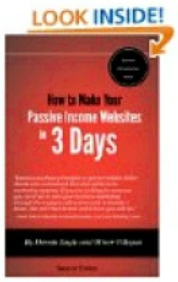
AND more sales means higher rankings on the bestseller lists.

3. When you decide to outsource your book cover design to a professional designer, here are the details you can give to your designer.

Note: you don't have to understand what this means, a designer will know what to do with it. Or if you use Amazon's Cover Creator or Ryan Deiss Cover Lover or other software it will produce book covers that automatically follow these criteria.

1. Minimum 625 pixels on the shorter side and 1000 pixels on the longer side
2. Ratio is 1.6
3. Best quality cover is 1563 pixels on the short side and 2500 pixels on the long side
4. JPEG format or TIFF format
5. You want to ask for the PSD file from the designer in case you want to edit the cover later
6. Use RGB color mode (red green blue color mode)
7. You don't have to understand what all these mean, it's a simple thing for the designer to do these

Here’s how our book looked BEFORE on the **Bestseller Lists thumbnails,** the font is too small and unreadable and it hurt our sales:

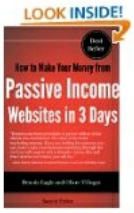
7. 

How to Make Your Money Making Website...
by Dennis Eagle
(15)
Kindle Edition
$3.99

Here’s how it looked BEFORE on the **Top Rated corner** on the upper right hand side when you look at the bestseller lists, again, it’s unreadable

.

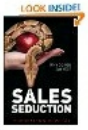
Here’s how it looked AFTER we increased the font size and increased sales 400% to 500%:



How to Make Your Money from Passive I...
by Dennis Eagle
(16)
Kindle Edition
$6.97

Top Rated › See Top 100

How to Make Your Money from...
Kindle Edition
$6.97

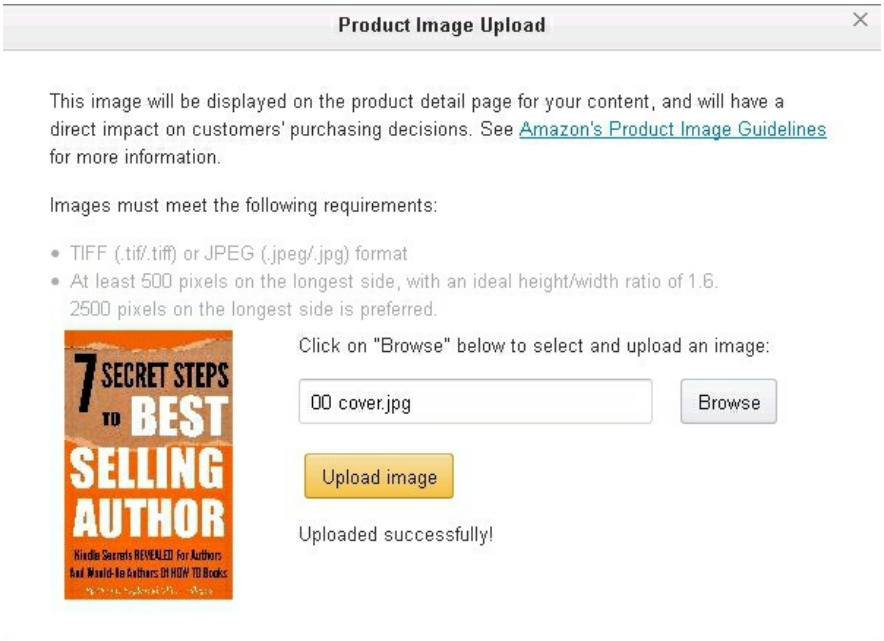


Sales Seduction: Why Do You...
Kindle Edition
$9.99

Unconscious Branding: How N...
Kindle Edition
$12.74

Once your book image is uploaded this is how it might look.

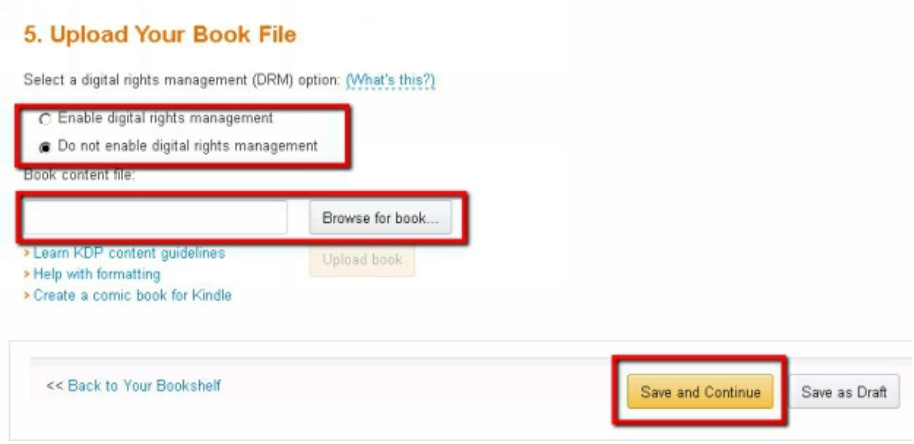
If your book cover looks pixelated at this step don’t worry, the actual cover will look better when it goes out on the Amazon store.


Product Image Upload
This image will be displayed on the product detail page for your content, and will have a direct impact on customers' purchasing decisions. See Amazon's Product Image Guidelines for more information.
Images must meet the following requirements:
TIFF (.tif/.tiff) or JPEG (.jpeg/.jpg) format
At least 500 pixels on the longest side, with an ideal height/width ratio of 1.6.
2500 pixels on the longest side is preferred.
7 SECRET STEPS TO BEST SELLING AUTHOR
Click on "Browse" below to select and upload an image:
00 cover.jpg
Browse
Upload image
Uploaded successfully!

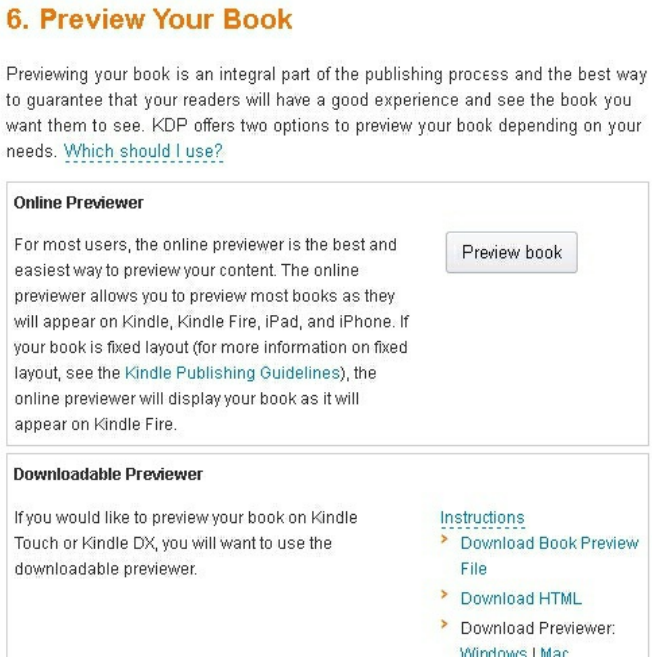
14. Select the digital rights management, upload the book, then click Save and Continue.

(IMPORTANT NOTE: You can’t change the DRM settings once you publish the book, it’s permanent. Click on **What’s this?** to read more about why you may or may not want DRM).

For our books we choose to turn it off.


5. Upload Your Book File
Select a digital rights management (DRM) option: (What's this?)
Enable digital rights management
Do not enable digital rights management
Book content file:
Browse for book...
Upload book
Learn KDP content guidelines
Help with formatting
Create a comic book for Kindle
<< Back to Your Bookshelf
Save and Continue
Save as Draft

15. Just after you upload your book, (and just before clicking Save and Continue) you will be given the option to **Preview Your Book** so you can see how it looks in Kindle devices. You might want to skim your book using the previewer to make sure everything looks good.


6. Preview Your Book
Previewing your book is an integral part of the publishing process and the best way to guarantee that your readers will have a good experience and see the book you want them to see. KDP offers two options to preview your book depending on your needs. Which should I use?
Online Previewer
For most users, the online previewer is the best and easiest way to preview your content. The online previewer allows you to preview most books as they will appear on Kindle, Kindle Fire, iPad, and iPhone. If your book is fixed layout (for more information on fixed layout, see the Kindle Publishing Guidelines), the online previewer will display your book as it will appear on Kindle Fire.
Preview book
Downloadable Previewer
If you would like to preview your book on Kindle Touch or Kindle DX, you will want to use the downloadable previewer.
Instructions
Download Book Preview File
Download HTML
Download Previewer:

Once done, click on **Save and Continue**.

16. Select the **publishing territories**.

17. Set your royalty. Choose a price (you can test your price and see which one works best for your book – each book will perform at different prices differently. Find that sweet spot where you get the most sales and the most revenue by testing. When you are just starting and you want to get reviews you may set it at 99cents, then up to $3.97, then up to $6.97, then up to $9.97)

Make sure to select these checkboxes to set the prices automatically (it will automatically set the price equivalent to the dollar amount you specified)

Amazon.co.uk	Set UK price automatically based on US price £4.53	**70%**	£0.18	£3.04
Amazon.de	Set DE price automatically based on US price €5.25	**70%**	€0.21	€3.53
Amazon.fr	Set FR price automatically based on US price €5.25	**70%**	€0.21	€3.53
Amazon.es	Set ES price automatically based on US price €5.25	**70%**	€0.21	€3.53

Make sure to also select the checkboxes for the other Amazon sites.

Amazon.it	☑ Set IT price automatically based on US price €5.25	**70%**	€0.21	€3.53
Amazon.co.jp	☑ Set JP price automatically based on US price ¥685	**70%**	¥2	¥479
Amazon.com.br	☑ Set BR price automatically based on US price R$15.73	**70%**	R$0.53	R$10.64
Amazon.ca	☑ Set CA price automatically based on US price $7.16	**70%**	$0.27	$4.82

18. Final settings and publishing the book.

You may want to check “allow lending for this book”.

Check the box for the Terms and Conditions.

You can either publish the book or save the draft if you’re not ready to publish it yet.

9. Kindle Book Lending
Allow lending for this book (Details)
By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP Terms and Conditions.
<< Back to Your Bookshelf
Save and Publish
Save as Draft

And you’re done!
Congratulations.
Your book is now published.

Other Books By Dennis Eagle and Oliver Villegas

How To Write 50 Pages Per Day - For How-To Book Authors

How To Write How-To Books That Sell Using Sales Copywriting And Neuro-Linguistic Programming (NLP) Techniques

How To Make Your Money From Passive Income Websites in 3 Days

Automate, Eliminate, And Delegate For Internet Marketers - Save Time, Money, And Effort For Internet Marketers

Six Figure Internet Marketing Company

How To Write Your First How To Book

How To Publish Kindle Books In 5 Minutes

7 Secret Steps To Bestselling Author - Kindle Secrets Revealed For Authors And Would-be Authors Of HOW TO Books

135 Ways To Sell More How-To Books On Amazon Kindle

The Indwelling Christ – How to Immediately Overcome Your Inhibitions, Phobias, and Bitterness